



PATENT
Appl'n No.: 09/094,949
Attny Dkt No.: 11032-3002

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THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: MERRIMAN, Dwight et al

Appl'n No.: 09/094,949

Filing Date: June 15, 1998

For: METHOD AND APPARATUS FOR
AUTOMATIC PLACEMENT OF
ADVERTISING

Group Art Unit: 3627

Examiner: HARLE, J

COMMISSIONER FOR PATENTS
Washington D.C. 20231

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RESPONSE TO OFFICE ACTION

Sir:

In response to the Office action mailed on February 20, 2002 ("Office action"), the period for response having been extended by one month to June 20, 2002 by payment of the requisite extension fee under 37 C.F.R. § 1.136(a), Applicants respectfully request reconsideration of the application in light of the following remarks:

AMENDMENT

In the Claims:

Please amend claim 100 as follows.

100. (Once Amended) A computer system for advertisement selection, comprising:

- C1
- (a) means for receiving from an advertiser Web site feedback representing user transactions at the advertiser Web site, the user transactions resulting from user response to at least one of a plurality of direct advertisements;
 - (b) means for receiving a request to display a direct advertisement to a user; and
 - (c) means for selecting, in response to the request and the advertiser feedback, one of the plurality of direct advertisements for display based on a predictive model.